

TRADEMARK ASSIGNMENT

Electronic Version v1.1
Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT		
EFFECTIVE DATE:	01/01/2011		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Mart Franchise Venture, LLC		11/15/2010	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	H.A. Bruno, LLC		
Street Address:	210 East Route 4		
Internal Address:	Suite 303		
City:	Paramus		
State/Country:	NEW JERSEY		
Postal Code:	07652		
Entity Type:	LIMITED LIABILITY COMPANY: NEW JERSEY		
PROPERTY NUMBERS Total: 8			
Property Type	Number	Word Mark	
Serial Number:	77951613	BE THE BOSS	
Serial Number:	77951621	BETHEBOSS.COM	
Serial Number:	77959805	IFE	
Serial Number:	77959970	THE WEST COAST FRANCHISE EXPO	
Serial Number:	77959930	FRANCHISE EXPO SOUTH	
Registration Number:	3834895	BUSCATUFRANQUICIA.COM	
Registration Number:	3749027	INTERNATIONAL FRANCHISE EXPO	
Registration Number:	3544135	FRANCHISE EXPO.COM WHERE YOU CAN BE THE BOSS	
CORRESPONDENCE DATA			
Fax Number:	(973)836-0306		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			

CH \$215.00 77951613

900180211

TRADEMARK
REEL: 004445 FRAME: 0388

Phone: 2129499022
Email: ftterranela@lawabel.com
Correspondent Name: Lawrence E. Abelman
Address Line 1: 666 Third Avenue
Address Line 2: 10th Floor
Address Line 4: New York, NEW YORK 10017

ATTORNEY DOCKET NUMBER:	8004211
-------------------------	---------

NAME OF SUBMITTER:	Frank Terranella
--------------------	------------------

Signature:	/ft/
------------	------

Date:	01/03/2011
-------	------------

Total Attachments: 2 source=Mart Franchise to HA Bruno#page1.tif source=Mart Franchise to HA Bruno#page2.tif
--

ASSIGNMENT

WHEREAS, Mart Franchise Venture, LLC, a limited liability company organized and existing under the laws of the state of Delaware, with an office at 210 Route 4 East Paramus, New Jersey 07652 (hereinafter called the ASSIGNOR) is the owner of and has adopted the following trademarks registered or pending registration in the United States Patent and Trademark Office (the "Trademarks"):

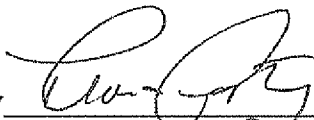
<u>Trademark</u>	<u>Application/Registration Number</u>
BE THE BOSS	77/951613
BE THE BOSS.COM	77/951621
IFE	77/959805
	77/959970
	77959930
BUSCATUFRANQUICIA.COM	3834895
INTERNATIONAL FRANCHISE EXPO	3749027
	3544135

AND WHEREAS, H.A. Bruno, LLC, a limited liability company organized and existing under the laws of the state of New Jersey, with an office at Suite 303, 210 East Route 4, Paramus, New Jersey 07652 (hereinafter called the ASSIGNEE) is desirous of acquiring the right, title and interest in and to the said Trademarks and the applications for registration and registrations thereof;

NOW, THEREFORE, in consideration of good and valuable consideration, the receipt of which is hereby acknowledged, the said ASSIGNOR by these presents does sell, assign and transfer unto the said ASSIGNEE, its successors and assigns, its right, title and interest in and to the said Trademarks, including all trademark applications and trademark registrations for the Trademarks, together with that part of the ASSIGNOR's business (including the goodwill) connected with the use of and symbolized by the said Trademarks, as required by Section 10 of the Trademark Act (15 USC 1060). This assignment is effective January 1, 2011.

IN WITNESS WHEREOF, the said ASSIGNOR has hereunto executed this instrument this 15TH day of NOVEMBER, 2010.

Mart Franchise Venture, LLC

By 
Name: THOMAS PORTES
Title: President